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FROM: Howard Sobelman **PHONE:** 602-382-6728**RE:** U.S. Serial No. 10/010,947**MESSAGE:**
Response to Notice of Non-Compliant Amendment (6 pgs.)Thank you.
Howard Sobelman

Please confirm receipt of this facsimile.

ORIGINAL DOCUMENT: Will not be sent **NUMBER OF PAGES (Including Cover):** 7

CONFIRMATION NO.: **CLIENT MATTER NO.:** 40655.7600

PLEASE RETURN TO: Debbie Micr 15804 **PERSONAL FAX:** No

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Date: July 24, 2006

By: Deborah A. MiesIN THE UNITED STATES PATENT AND TRADEMARK OFFICEPATENT

Applicant(s):	Mark Haines, et al.	Docket No.:	40655.7600
Serial No.:	10/010,947	Group Art Unit:	3622
Filed:	November 6, 2001	Examiner:	Alvarez, Raquel
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	5619

RESPONSE TO NOTICE OF NON-COMPLIANT AMANDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Notice of Non-Compliant Amendment dated July 18, 2006, in which this Reply is filed within the shortened one month period of reply, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.